

Act Against AIDS Leadership Initiative

Harnessing the Strength of National Organizations to Reach the Communities Hardest Hit by HIV



The *Act Against AIDS Leadership Initiative* (AAALI) is a six-year partnership between CDC and leading national organizations representing the populations hardest hit by HIV.

CDC first launched AAALI as part of its *Act Against AIDS* communication campaign in 2009. The initiative initially brought together some of the nation's foremost African American organizations to intensify HIV prevention efforts in black communities. In 2010, CDC expanded AAALI to also include organizations that focus specifically on the Latino community and men who have sex with men (MSM) of all races.

HIV takes the greatest toll among African Americans, Latinos and MSM of all races. The rate of new infections among blacks is almost eight times the rate among whites. Among Hispanics, the rate of new HIV infections is approximately three times as high as that among whites. And MSM account for nearly two-thirds of new HIV infections in the United States.

AAALI partner organizations were chosen based on their demonstrated national reach, credibility and influence, as well as their ability to effectively reach these impacted communities through their existing communication channels and mobilization activities. The effort brings together a wide range of organizations, including civic, social, civil rights and professional organizations, as well as those in government, education and media.

While many AAALI partners have longstanding commitments to fighting HIV in their communities, the initiative provides the critical funding needed to allow each group to make HIV prevention a core component of its day-to-day activities. Each organization uses AAALI funds to support an HIV coordinator who works through the organization's membership networks to disseminate *Act Against AIDS* campaign materials and HIV prevention services.

Individually and collectively, AAALI partners conduct a wide range of communication, mobilization and outreach activities. Examples include:

- Holding education and training sessions on HIV prevention at national and regional membership conventions
- Integrating *Act Against AIDS* and other HIV prevention messages into community forums

AAALI Accomplishments

AAALI partner organizations have coordinated more than 2,200 outreach events attended by more than 3,580,000 people, and reached millions more with critical HIV prevention messages through conferences, advertisements and media stories. In addition, AAALI has generated approximately 1.6 billion media impressions. Examples of accomplishments by AAALI organizations include:

- Partnered with Spanish-language radio stations in the United States to initiate dialogue about HIV/AIDS media support for Hispanic/Latino communities
- Hosted college tours at Historically Black Colleges and Universities (HBCUs) across the United States that emphasized testing and awareness
- Hosted and participated in a series of print and radio interviews with HIV/AIDS subject matter experts, key public health leaders and nationally known advocates
- Hosted community town halls and forums led by congressional and local leaders in New York, Atlanta, Los Angeles, Dallas, Memphis, and Clarksdale, MS
- Used social media to reach thousands in observance of major HIV/AIDS awareness days
- Facilitated a briefing and created a guide to understanding the effects of the Affordable Care Act on HIV/AIDS and the future of HIV prevention among impacted communities





- Working to educate national, state and local policymakers and community leaders about the role of HIV prevention in advancing the well-being of African Americans, Latinos and gay and bisexual men of all races
- Prominently placing *Act Against AIDS* and other HIV prevention public service announcements (PSAs) and news stories in broadcast and print outlets throughout the nation
- Working with celebrities to produce PSAs about HIV prevention
- Training and funding local chapters to implement community-based HIV awareness campaigns
- Extending *Act Against AIDS* campaign messages through organization publications, websites and public appearances



Partner Organizations

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| ■ 100 Black Men of America | ■ I Choose Life | ■ National Organization of Black County Officials |
| ■ American Urban Radio Network | ■ National Association for the Advancement of Colored People (NAACP) | ■ National Organization of Black Law Enforcement Executives |
| ■ Aspira Association | ■ National Council of Negro Women | ■ National Urban League |
| ■ Black Men's Xchange-National | ■ National Hispanic Council on Aging | ■ Sigma Gamma Rho Sorority |
| ■ Black Women's Health Imperative | ■ National Medical Association | ■ Southern Christian Leadership Foundation |
| ■ Center for Black Equity | ■ National Newspaper Publishers Association Foundation | |
| ■ Congressional Black Caucus Foundation | | |
| ■ Farmworker Justice | | |